



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

IPW

In Re Application of : Ilan TWIG, et al  
Serial No. : 10/734,159  
Filed : 15 December 2003  
For : METHOD AND SYSTEM FOR PRESENTING ON-LINE YELLOW-PAGES PARTICULARLY IN ASSOCIATION WITH LOCATION DATA  
Art Unit : 2171  
Examiner :  
Attorney Docket No. : 29744 (Previously: TWIG=1A)

**POWER OF ATTORNEY**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

I hereby revoke all Powers of Attorney previously granted, and appoint the following attorneys or agents, with full power of substitution, association, and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

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Whitemaps (Israel) Ltd., certifies under 37 C.F.R. § 3.73(b) that they are owners of the entire right, title and interest in the patent application identified above by virtue of assignments of the above identified patent application.

I, the undersigned, am empowered to act on behalf of the Assignee. Acting on behalf of the Assignee, I have reviewed all the documents in the chain of title of the patent application identified above and, to the best of my knowledge and belief, title is in the Assignee identified above.

Whitemaps (Israel) Ltd.,  
**WhiteMaps**

Signature : (Israel) Ltd.

Name : Amit Arad

Capacity : \_\_\_\_\_

Date : 19/4/2005